

Special Issue

Promoting Pro-Sociality in the Real World: Theory and Experiments

Message from the Guest Editor

Our time is unique, as we are arguably richer, safer, and healthier than ever before, but we are simultaneously facing some of the most dangerous challenges of our evolution, such as the depletion of natural resources, climate change, and the spread of misinformation. Although different in many details, these issues share one common property: they require people to come together and deviate from their individual interest for the greater good. Understanding when, why, and how people renounce part of their self-interest to act pro-socially—helping other people or society as a whole—is therefore amongst the most important aims of contemporary scientific research. In this Special Issue, we aim to gather together experts on pro-sociality from all over the world, with the goal of sharing ideas on how to promote the greater good. We will consider every kind of paper for publication, be they experimental, theoretical, or a combination of these, as long as they contribute to our understanding of human pro-sociality and explore ways to make the world a better place.

Guest Editor

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Deadline for manuscript submissions

closed (31 May 2020)



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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

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